

**LEMON GROVE CITY COUNCIL  
AGENDA ITEM SUMMARY**

**Item No.** 4  
**Mtg. Date** September 15, 2015  
**Dept.** City Manager's Office

**Item Title:**   **General Plan Update Focus Group**

**Staff Contact:**   Kathi Henry, Interim City Manager  
                          Carol Dick, Development Services Director

**Recommendation:**

|   |
|---|
| Appoint members of the General Plan Update Focus Group. |
|---|

**Item Summary:**

On August 4, 2015 the City Council authorized the execution of an agreement with CalPoly San Luis Obispo to update the Lemon Grove General Plan as a Master's Program Studio project.

The City Council authorized staff to solicit for a General Plan Update Focus Group as soon as possible and a request for applicants was issued based on the Project Proposal in the agreement and modeled after the recent Recreation Group Focus Group process. The purpose of this agenda item is to approve the composition of the General Plan Update Focus Group. The staff report (**Attachment A**) describes the Focus Group tasks and response to the recruitment (**Attachment B**).

**Fiscal Impact:**

None.

**Environmental Review:**

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Not subject to review         | <input type="checkbox"/> Negative Declaration           |
| <input type="checkbox"/> Categorical Exemption, Section [       ] | <input type="checkbox"/> Mitigated Negative Declaration |

**Public Information:**

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> None                     | <input type="checkbox"/> Newsletter article   | <input type="checkbox"/> Notice to property owners within 300 ft. |
| <input type="checkbox"/> Notice published in local newspaper | <input type="checkbox"/> Neighborhood meeting |   |

**Attachments:**

- A. Staff Report
- B. Applications



## LEMON GROVE CITY COUNCIL STAFF REPORT

**Item No.** 4

**Mtg. Date** September 15, 2015

**Item Title:** **General Plan Update Focus Group**

**Staff Contact:** Kathi Henry, Interim City Manager  
Carol Dick, Development Services Director

### **Discussion:**

City Council authorized staff to recruit for members of a General Plan Update Focus Group and the recruitment information was based on the Project Proposal in the CalPoly San Luis Obispo (CalPoly SLO) agreement and modeled after the recent Recreation Focus Group recruitment process also on this agenda. Because of the opportunity that was presented by CalPoly SLO, the City Council agreed that the Focus Group should be involved for the entire student project (September 2015 to June 2016). As a refresher, the following information lists the Focus Group tasks. The response to the recruitment is outlined in the last section below and applications are attached.

### General Plan Update Focus Group Tasks

The General Plan Update Focus Group is tasked with providing the CalPoly SLO team with input and support during the course of the Master's Program Studio project. The list below outlines typical tasks, but adjustments once the studio project has commenced may occur and the tasks may not be limited to the list. The Focus Group will:

- 1) Provide input to the Planning Process through special meetings with the CalPoly SLO team, conduct site visits and solicit opinions from neighbors and businesses.
- 2) Communicate community perspectives that identify:
  - Deficiencies in the current General Plan.
  - Conditions that need to be addressed (physical as well as programmatic needs).
  - Goals for the community.
  - Barriers and opportunities to meet those Goals.
- 3) Provide recommendations to the City Council on the proposed General Plan Update.

The focus group members will be asked to meet with the student team at least once during each of the two to three proposed CalPoly SLO team visits, correspond electronically with student team members and faculty and City staff as needed, conduct or provide support for research/surveys, perform analysis as directed by the team, and seek community feedback in order to support the proposed project at the final City Council presentation. The Focus Group members will be asked to attend City Council presentations.

### Response to Recruitment

The City received 7 applications (one has since withdrawn) and the candidates are listed on the following page. The request for Focus Group members was advertised on the City's website, Facebook page, press release, and e-notification services.

# Attachment A

A one-page application used for past focus groups was issued and the form asks applicants to provide information about work and community experience (including volunteer activities and experience or special knowledge). The completed applications are attached (**Attachment B**).

The form also asks potential focus group members why they would like to serve on the focus group. Completed applications have been made available to the City Council members for their consideration.

## Candidates

- Richard Lee Cortopassi
- James Davis
- Katie Dexter
- Helen M. Ofield
- Marie Venable
- Susan Yepiz

## **Conclusion:**

Appoint six members to the General Plan Update Focus Group.



CITY OF LEMON GROVE  
PUBLIC SAFETY FOCUS GROUP APPLICATION

Contact Information

Name: RICHARD L. CORTOPASSI Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Work and Community Experience

Employer: CITY OF SAN DIEGO Title: PEA/SAFETY Rep.

List any past or current volunteer activities with dates served: \_\_\_\_\_

LG. Connecting Main Street Project May 2014 - now  
San Diego EarthWorks Volunteering at Two/Three years

What experience or special knowledge can you bring to the Focus Group? An understanding  
and education in safety policies and procedures. In  
addition, strong communication skills as well as the  
use of Best Management Practices to address safety  
concerns and environmental review for impact mitigation

Why do you want to be a member of the Focus Group? To collaborate and explore  
the public safety concerns within the city with other to find  
common ground resulting in increased understanding among  
the community. To help with new development within the  
community & to share our finding with the City Council.

If selected, can you attend the City Council meeting to present the groups conclusions on  
November 18, 2014 beginning at 6:00 p.m.? yes

Signature: Richard Cortopassi Date: 8/5/2014

Return completed applications by fax (619-825-3818), email ([gmitchell@lemongrove.ca.gov](mailto:gmitchell@lemongrove.ca.gov)), or in  
person/mail to City of Lemon Grove, 3232 Main Street, Lemon Grove, CA 91945

**Applications are due by 4:00 p.m. August 12, 2014**

# Attachment B



## CITY OF LEMON GROVE GENERAL PLAN FOCUS GROUP APPLICATION

### Contact Information

Name: James Davis Address: 34045

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

### Work and Community Experience

Employer: Graphiti-inc Title: Director Product Marketing

List any past or current volunteer activities with dates served: \_\_\_\_\_

Resident Leadership Academy 2011, County Oversight Board for Redevelopment 2012-Current

Connect Main Street 2014-Current

What experience or special knowledge can you bring to the Focus Group? \_\_\_\_\_

Various focus group and council elected boards over the past 5 years

Why do you want to be a member of the Focus Group? \_\_\_\_\_

Bring context and provide sound feedback and input for the project

What do you want to accomplish as a focus group member? \_\_\_\_\_

Making a difference in the community through collaboration

If selected, can you actively participate in group meetings from September 2015 to June 2016 as well as perform independent research and analysis that may be presented to the City Council? Yes

Signature: James Davis Date: 9/8/2015

Return completed applications to Carol Dick by fax (619-825-3818), email ([cdick@lemongrove.ca.gov](mailto:cdick@lemongrove.ca.gov)), or in person/mail to City of Lemon Grove, 3232 Main Street, Lemon Grove, CA 91945

**All applications are due by 5:00 p.m. Thursday, September 3, 2015**



CITY OF LEMON GROVE  
GENERAL PLAN FOCUS GROUP APPLICATION

Contact Information

Name: Katie Dexter Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Work and Community Experience

Employer: CASA Title: Oper. Mgr.

List any past or current volunteer activities with dates served: 1994-present

Little League, PTA, School Site Council, Music Parents  
Girl/Boy Scouts, numerous non-profits

What experience or special knowledge can you bring to the Focus Group? \_\_\_\_\_

Collaborator, team builder

Why do you want to be a member of the Focus Group? Care about where  
city's going

What do you want to accomplish as a focus group member? that city look  
ahead to the needs of community,  
youth to seniors & bringing in better business

If selected, can you actively participate in group meetings from September 2015 to June 2016  
as well as perform independent research and analysis that may be presented to the City  
Council? yes

Signature: [Signature] Date: 9.2.15

Return completed applications to Carol Dick by fax (619-825-3818), email  
([cdick@lemongrove.ca.gov](mailto:cdick@lemongrove.ca.gov)), or in person/mail to City of Lemon Grove, 3232 Main Street,  
Lemon Grove, CA 91945

All applications are due by 5:00 p.m. Thursday, September 3, 2015

# Attachment B



## CITY OF LEMON GROVE GENERAL PLAN FOCUS GROUP APPLICATION

### Contact Information

Name: Helen M. Dfield Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ RECEIVED

Phone Number: \_\_\_\_\_ AUG 11 2015

### Work and Community Experience

FINANCE DEPARTMENT

Employer: New Pacific Productions Title: Producer

List any past or current volunteer activities with dates served: President/board member,  
L.G. Historical Society 1996-present. Member, Soroptimist of L.G. Former

L.G. Planning Commissioner, Main Street Project Working Group. Saved & adapted  
Pasadena Museum, here H.O. use, County Historic Site Board

What experience or special knowledge can you bring to the Focus Group? Planning &

land use, historic preservation in Lemon Grove and County.

Have written extensively about the built environment. Served

on L.G. General Plan advisory committee

Why do you want to be a member of the Focus Group? Our city is at a crossroads in  
planning & development, financial challenges, bearing in its future  
course.

What do you want to accomplish as a focus group member? Encourage the new  
generation (Cal Poly +) of doers & thinkers in urban planning.  
Help to ensure a strong third General Plan for our city.

If selected, can you actively participate in group meetings from September 2015 to June 2016  
as well as perform independent research and analysis that may be presented to the City  
Council? yes

Signature: Helen M. Dfield Date: 08-11-2015

Return completed applications to Carol Dick by fax (619-825-3818), email  
([cdick@lemongrove.ca.gov](mailto:cdick@lemongrove.ca.gov)), or in person/mail to City of Lemon Grove, 3232 Main Street,  
Lemon Grove, CA 91945

All applications are due by 5:00 p.m. Thursday, September 3, 2015





CITY OF LEMON GROVE  
GENERAL PLAN FOCUS GROUP APPLICATION

**Contact Information**

Name: Mane Venable Address: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

**Work and Community Experience**

Employer: County of San Diego Title: Engineering Tech III

List any past or current volunteer activities with dates served: \_\_\_\_\_

see attached

What experience or special knowledge can you bring to the Focus Group? \_\_\_\_\_

see attached

Why do you want to be a member of the Focus Group? \_\_\_\_\_

see attached

What do you want to accomplish as a focus group member? \_\_\_\_\_

see attached

If selected, can you actively participate in group meetings from September 2015 to June 2016 as well as perform independent research and analysis that may be presented to the City Council? yes

Signature: Mane Venable Date: Aug. 11, 2015

Return completed applications to Carol Dick by fax (619-825-3818), email ([cdick@lemongrove.ca.gov](mailto:cdick@lemongrove.ca.gov)), or in person/mail to City of Lemon Grove, 3232 Main Street, Lemon Grove, CA 91945

**All applications are due by 5:00 p.m. Thursday, September 3, 2015**

# Attachment B

## Marie Venable's CalPoly SLO General Plan Update Working Group Application attachment, August 11, 2015

### List any past or current pertinent activities with dates served:

**Past:** Street Rehabilitation - Focus Group, July – Sept. 2013

County of San Diego-Animal Services (Dog walker & took care of bunnies) from  
2009 to Dec. 2013

**Current:** Connect Main Street Project - Focus Group, started in March 2014;

March of Dimes Representative for County of San Diego-Department of Public  
Works (DPW) for the last nine years (I organize and host three to five County  
Fund-Raisers each year).

Neighborhood Watch Leader for the last six years.

### What experience or special knowledge can you bring to the Working Group?

Currently I work for The County of San Diego: eight years with the Dept. of Public Works as an Engineering Technician III and four years with the Planning and Development Services as a Land Use Technician III. Here is a list of my work experience that could benefit this focus group: I'm able to read, understand, and research County documents, large project files, analytical information, maps, plan, & permits, etc. I've worked with the public and internal County employees/depts. on processing various types of permits, discretionary permits (such as: General Plan Amendments/Rezoning), Service Requests (reviewing public road/traffic complaints, performed field reviews, work with Civil Engineers, request road changes-new signs/stripping, etc.) Also, I've worked on the following special projects: Highway Safety Improvement Program (HSIP) Grants for Traffic Signals and interconnecting Traffic Signals (which entailed working with a team: gathering of information, analyzed information, prepared data bases, and drawing up collision diagrams) and Pedestrian Mid-Block reviews (which entailed: reviewing crosswalks for safety and need). I've assisted the public with their Public Works/zoning/building research and development projects, performed noise studies (take measurements, work with Planners to analyze data and input into data bases), I've organized meetings and fund-raisers (for over 60-100 people). I've assisted in public workshops and have performed resident poles.

I hold a SDSU Bachelor's Degree in Geography with an emphasis in Natural Resources and a GRCC Associates of Science degree for Occupational Therapy Assistance.

Personally, I take pride in gardening, being active, being connected to my community, doing my part with recycling from trash recyclables to saving on utilities, and I'm always looking for ways to live a sustainable lifestyle. This past year I've upgraded my rain barrel system from 110 gallons to 1,000 gallons and registered my property as a Certified Wildlife Habitat.

### Why do you want to be a member of the Working Group?

I've lived in Lemon Grove for the last sixteen years. I am proud to live in our cute small town and it's very important to me as a citizen of Lemon Grove (aka "Grovenite") to be an active part of our public community. We are a small town or hard working people so our funding is very limited. So, I feel the best way I can service my community is to volunteer in places where I'm able to make a difference and this also gives me an opportunity of meeting our employees and public officials.

### What do you want to accomplish as a focus group member?

I would like to ensure that the CalPoly students gather a fair understanding of Lemon Grove's residents and business owner's wants and needs to facilitate our people's voice within the General Plan Update.

Thank you for your time,  
Marie Venable



CITY OF LEMON GROVE  
GENERAL PLAN FOCUS GROUP APPLICATION

**Contact Information**

Name: Susan Yepiz Address: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

**Work and Community Experience**

Employer: County of San Diego Title: Appraiser

List any past or current volunteer activities with dates served: Focus Group: Street Rehabilitation (9/12 - 10/13)  
Girl Scout Troop #4390 Leader (9/2012 - present)  
Community leader for 69th Street (10/2007 - present)  
Board member Society of Certified Appraisers (11/2013 - 11/2015)

What experience or special knowledge can you bring to the Focus Group? Planning  
Commissioner for City of Lemon Grove, provides more  
of an inside for the issues, problems, and programs  
going on within the City.

Why do you want to be a member of the Focus Group? To better the  
community I live in. To participate in my community + help  
our citizens.

What do you want to accomplish as a focus group member? I want to have  
something to show for the hard work we put in to improve  
our General plan + bring it up to date.

If selected, can you actively participate in group meetings from September 2015 to June 2016 as well as perform independent research and analysis that may be presented to the City Council? Yes

Signature: Susan E. Yepiz Date: 8/12/15

Return completed applications to Carol Dick by fax (619-825-3818), email (cdick@lemongrove.ca.gov), or in person/mail to City of Lemon Grove, 3232 Main Street, Lemon Grove, CA 91945

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